

## PRESS AND PUBLIC PRAISE AAA STAND

Denunciation of Association  
With Similar Name  
Applauded Generally

WASHINGTON, D. C.—Not in many years has any statement issued by the American Automobile Association evoked such widespread and favorable comment among press and public alike as that sent forth recently by President Thos. P. Henry in defense of the position the A. A. A. emblem has won in the world of motor-dom and denouncing attempts of other motor organizations to rob the internationally renowned oval shield of its glory and well-earned prestige.

That Mr. Henry's statement was timely and to the point, and that it did much to create a rousing moral sentiment against auto association promoters adopting an emblem so closely resembling that of the A. A. A. as to be "at least confusing" is the opinion prevailing here after a study of the flood of written commendations that have reached National Headquarters.

Mr. Henry's statement was directed specifically at the men sponsoring a new national motor body to be known as the "A. M. A." In what has been generally termed "a calm and dispassionate" masterful arraignment of those who would violate modern business ethics" the A. A. A. chief executive conceded to any one the right to form a competitive motor body but asked that as a matter of simple fairness that a name be adopted which would not seem a paraphrase of the symbol of American Automobile Association.

One portion of Mr. Henry's statement in particular, brought forth many figurative nods of approval. The paragraph in question, upon which scores of communications and editorial comments have touched, read:

"The letters 'A. A. A.' are a symbol of outstanding character; they are a sign which, like one's family crest or the sculptor's initials, stands for something more than just three letters of the alphabet; they have a significance which has been built up since the early days of motoring; they meant just about everything to the motorist of 1902, when first we organized, and during the years of growth side by side with the growth of motoring as a nation-

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## MORE LONG TRIPS, RULE THIS SUMMER

Lesson In U. S. Geography  
Possible By Watching  
License Plates Go By

Motorists are using their cars more this summer for long distance traveling than ever was the case before, according to Zoel's Tire shop employees, who received some interesting side-lights from the Seiberling Rubber Co. of Akron yesterday.

In New England, Northern New York, Ohio, Pennsylvania, Michigan, the Rockies and Pacific coast the number of cars on the highways and visiting the scenic spots of the country shows a great increase and if you look over the license plates they will provide a lesson in American geography.

One striking fact about touring this year is the mileage covered by the motorists. They are seeing more than ever before, stopping less frequently along the highways, sleeping in auto camps, farm houses and small inns along the way.

They are spending more money on gasoline, less money on side-lines and souvenirs. They are enjoying riding around soft drinks less, which is a tribute to the comfort of the cars and the durability of the tires.

The local Seiberling dealer pointed out today that one other thing tourists are noticing, is that they have to watch the air pressure in balloon tires. In the old cord tire days the heat of the road and firmness of the tires increased the air pressure during continuous driving.

Today, however, the pressure in balloon tires tends to decrease and motorists ought to check the pressure in their tires every morning before starting on a long trip. It will not only insure better riding but it will add to the gasoline mileage.

## Seeing the WORTH WHILE in Oregon



THE LAKES IN THE HIGH CASCADES

It's a big country, a new world in Central Oregon, a magnificent land of mountains, lakes and forests. A trinity of beautiful lakes—Rosary, Odell and Crescent are shown above. These are reached from The Dalles-California Highway by turning west at Crescent. There are numerous excellent camping spots for the motor camper. The mountain scenery makes one linger and the fishing is so excellent that the limit set by game laws is soon reached.

## STANDARDS BUREAU WOULD CURB GLARE

Plans For Avoiding Accidents  
Due To Bad Lighting Many, Reported

WASHINGTON, D. C.—Concentration of lights gives a greater visibility than when they are spread horizontally or vertically, in distinguishing objects in front of an automobile, it is shown in headlight tests made by the automotive division, United States bureau of standards.

The chief of the bureau, H. K. Cummings, says that in the tests now being made the cars used each have sets of four headlights instead of the regulation two. These headlights are placed in a row.

In addition one of the cars will be equipped for new experiments, with a dummy the size of a man. Mr. Cummings explains:

"The dummy will work on a hinge so that it can be swung out to the side of the car when desired. Another car following can then get an idea of the visibility against various combinations of opposing lights."

All sorts of tests will be made by the four headlight system to determine what is known as the "visibility distance."

The four headlights enable the driver to throw his lights up and down, to work them all together or separately, and thus to regulate the absolute direction of light. Bright and dull lights are provided for the experiments.

While the greatest of all government bureaus is using every effort to correct the flaws in automobile lights, the inventors of the country keep right on bringing out improvements that will shield the eyes of drivers of cars and at the same time enable them to proceed along their side of the road in safe traffic.

For this purpose many drivers have been using the pyralin eye-shades which have been the vogue among young people for the past two years. With this new-fangled head piece as a starting point the inventors have branched out. There is apparently a determination to get the right answer if the warning issued by the national headquarters of the American Automobile Association is significant.

The statement stresses the importance of proper lighting.

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## Hupmobile Prices Lowered \$150 On 9 Standard Models

Prices of the nine standard models in the Hupmobile Eight line are now \$150 lower than heretofore, following announcement by the Hup Motor Car Corporation.

In announcing these new prices, the company also points out that the number of color combinations for the various models has been increased, affording the buyer a wider selection of imposing colors from which to make his selection of each model. Many improvements and refinements have also been made in recent weeks, both in body and chassis.

The new prices will also further widen its market of potential buyers, it is pointed out.

## MOTOR COP TELLS HIS SIDE OF STORY

Not Hard-Boiled, But Has  
To Appear So To Preserve  
Road Safety

BY ERWIN GREER  
(President Greer School of Electrical & Automotive Trades, Chicago, Ill.)

Your metropolitan traffic officer isn't hard-boiled at all. If he does lose his temper every so often that fault is all your own. Recently an officer who controls one of the busiest corners in the world dropped into my office and told me his version of the motor car game. But let him tell the story.

"Most dangerous to other motorists are the men who snake in and out, overtaking one car on the left and the next on the right. When I see a man doing that I always give him a summons, and if he pleads not guilty he has a darned hard time convincing the judge. These snake drivers endanger everybody. A careful man may veer slightly to the right to avoid a hole in the road—a thing he has a perfect right to do. At the same time some fool may try to pass him on the right. The result is a bump and maybe another call for the ambulance.

"There are some drivers who can talk while they drive, keeping their eyes on the road. But there are a lot who turn around to the party sitting next to them, or who talk with their hands. They're bad ones. That's recklessness of the worst sort.

"Then there's the young kid of seventeen or eighteen, generally a foreigner, who has just got a job driving and doesn't know how to do anything excepting step on the gas. That sort makes trouble and gets into trouble in about equal proportions.

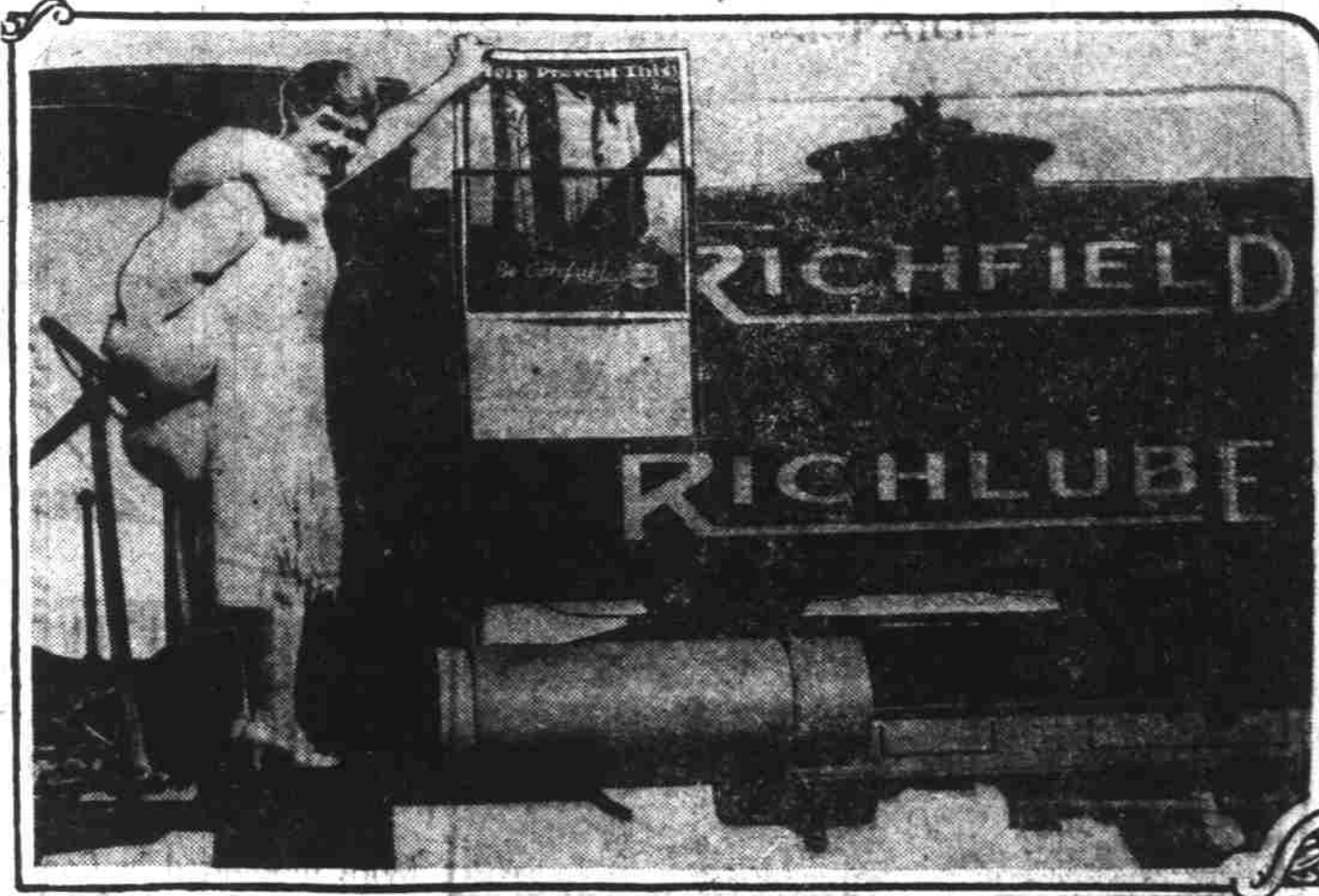
"If every motorist was required by law to carry liability insurance it would help a lot. Then every man who was guilty of negligence resulting in an accident would forfeit his insurance and also his driving license. And believe me, if we cleared the road of a few of these dumbbells that don't know their right from their left there'd be a lot fewer hurry calls for the ambulance.

"And there's the kind that has stopped at some road-house and had a little too much bad liquor. We have always had that kind even in the good old days when most of the liquor was good. When such people come to grief it's often in the middle of the night and it generally means work for the undertaker."

### OPEN AGENCY HERE

A. G. Bates, representing the Hollywood sales company of Portland, has opened a sales room in the Kirkwood Motor Co. building at 311 North Commercial.

## FILM STAR AIDS CAMPAIGN



Laura LaPlante, Universan pictures headliner, inaugurating the annual fire prevention campaign of the Richfield Oil Company.

## STARS IN MONGOLIA PERFORM WONDERS

Many Autos Sold In China  
Despite Unsettled Conditions, Report

OAKLAND—A graphic story of the performance of a fleet of Star cars on a run of 680 miles from Tientsin, China, to Urumqi, the capital of Mongolia, was brought to Oakland during the past week by H. Schoenherr, general manager of the Behn-Meyer China Company Ltd. of Peking.

H. Schoenherr visited this city on his way to New York and Berlin and while here divided his time between the Star factory, located in this city, and the retail establishment known as the Star Sales and Service company. The Behn-Meyer China company has the distribution of the Star car in China, that firm having taken over the business of Hugo Stinnes east of the Suez. The visitor was naturally interested in the manufacturing methods employed at the Star factory, as well as the retail merchandising methods adapted by A. L. Warrington and his organization at the Star Sales and Service company.

The Chinese distributing concern has sold 152 Star cars since May and this number would have been increased more than 200 at least, according to Schoenherr, had it not been for the unsettled conditions in China due to the warring factions.

A great many Star cars that are

## August Best Sales Month In Nash Motors History

KENOSHA, Wis.—August was the biggest single month in the history of the Nash Motors Company. All previous records since the establishment of the company were swept aside during the month just ended and when the books were closed they revealed shipments of 18,927 cars while orders for August delivery totaled 20,201.

This new high record following that of the previous month, which made it the biggest July in Nash history, is regarded by officials of the company as an overwhelming endorsement of the three entirely new series of cars introduced by Nash on June 28.

"We feel that the August sales record is an eloquent expression of what the automobile buying public thinks of the Nash product," said E. H. McCarty, general sales manager of the Nash Motors Company. "At no time since the announcement of the three new series of Nash cars has the factory been able to ship cars in quantities sufficient to meet the demand."

### ERECT USED CAR TENT

The Bonesteel Motor Co. has erected a tent in which used cars will be on display, next to the company's garage building on North Commercial street.

The American people not only like to ride on rubber but they are walking more on rubber than ever before. Production of Seiberling rubber heels showed a 50% increase the first half of 1927 over the same period last year. This company is now producing 25,000 pairs daily in its Barberton plant.

## SAFETY IN FORESTS URGED BY COMPANY

Richfield Devotes National  
Advertising Space to  
"Be Careful" Idea

Spontaneous combustion, that mysterious and much-maligned enemy of mankind, has been charged with many crimes which it has never committed. It is held responsible for a great share of the forest fires which annually cause the loss of millions of dollars in trees as well as destroying the beauty of our landscapes.

According to reports of leading insurance companies and state and federal authorities, over 70 percent of the forest fires are caused by carelessness on the part of Mr. Average Citizen. A burning match or cigarette is heedlessly thrown away, or a campfire is left uncovered and the damage is done. Soon a large area is being swept by the ravenous flames and often it takes weeks to bring the fire under control.

There is need of continual education on the necessity of fire prevention for people soon forget the devastating fires of former years. The loss of our scenic attractions and the gigantic economic waste are forgotten until carelessness again starts the ravenous flames on the trail of destruction.

Motor Car Dealers' associations, automobile clubs, touring bureaus and other organizations have been laboring to impress on the public the need for taking the utmost precautions when out in the forest regions.

That this effort is bearing fruit is indicated by the decrease in the number of forest fires since the inauguration of this concerted fire prevention campaign.

Among the leading public-spirited corporations which have contributed their aid in this great cause is the Richfield Oil company which has each year devoted a considerable portion of its advertising to urge the prevention of forest fires.

A new series of Richfield advertisements stressing the "Be Careful" idea has just been released and will appear in all the leading newspapers and magazines throughout the state.

## Paige Auto Sales Reach New High Mark For Year

DETROIT, Mich.—Sale of Paige cars reached a new high mark for 1927 in August, according to announcement just made from the factory. Three thousand and fifty nine cars were shipped during the month, bettering April, the best previous month of the current year, by more than two hundred cars. The figure of 3059 shipped this August also compares most favorably with August, 1926, when 1998 cars left the Paige plant.

"We are gratified at the manner in which the public and the trade have received the new models," said Mr. R. C. Graham, vice president of the Paige Company. "Spring is usually the big sales period in the automobile business. The fact that in August we bettered the best spring month indicates the public interest and justifies the prediction that business will be good this fall. We expect September to be another record month for Paige."

## U. S. SAFETY SIGNS NOW BEING COPIED

Unscrupulousness of Road-  
side Advertisers Noted  
in AAA Warning

WASHINGTON, D. C.—Imitation by unscrupulous advertisers of the United States safety and direction signs now installed on the main interstate motor highways of the country constitutes one of the most serious and alarming threats confronting the safety movement in America, according to a bulletin broadcast from the national headquarters of the American Automobile Association.

While voicing in the severest terms its condemnation of this "diabolical practice," the national motoring body took occasion to point out that this imitation of U. S. highway signs is generally confined to "snipe" advertisers and that the practice is strongly disapproved of by the United Outdoor Advertising association.

"This is the worst form of commercializing the safety movement that has hitherto come to our attention," Thos. P. Henry, president of the A. A. A., declared.

Mr. Henry pointed out that reports from many A. A. A. clubs throughout the country show conclusively that the standard, diamond shaped U. S. sign, even to the color scheme of black on yellow, is now being widely imitated by advertisers along the highways. In addition to their appeals to the American Automobile Association, A. A. A. motor clubs have protested to the bureau of public roads of the department of agriculture and to the state highway departments.

Through the medium of the 928 motor clubs constituting the A. A. A. national chain, President Henry has directed that there be forwarded to national headquarters in Washington lists of outdoor advertisers in various localities who are infringing on highway safety and direction signs.

"We certainly shall not hesitate to give our members and the general public as well the names of the advertisers who have resorted to this dangerous method of commercializing on safety. To refer to this practice as diabolical is mild and it is to be sincerely hoped

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## THRILLING JOURNEY MADE, RECORD TIME

Roads Almost Impassible  
Covered with Oldsmobile  
In Australia Trip

A new time record for long distance motor travel through Australia, on roads that were made almost impassible by flooded streams and washouts, was completed recently when A. J. Durkeley, of Melbourne, drove his Oldsmobile touring car the 3,300 miles from Darwin, Northern Territory, to Melbourne, in seven days, 16 hours and 54 minutes.

Durkeley purchased his Oldsmobile in Melbourne and drove north by easy stages, hunting game, while en route. After a few days in Darwin he decided to make a quick dash southward, in an attempt to lower the time record by automobile, to his home in Melbourne, and set upon the journey which was destined to break all previous records.

Overcoming the difficult and often treacherous road conditions encountered on the return trip, the Oldsmobile with its own driver, lowered the best previous record by the wide margin of 20 hours and 17 minutes.

At the end of the 7th day they arrived in Sydney, having averaged about 400 miles per day and smashing the former record for the 2,658-mile run between Darwin and Sydney by 10 hours and 25 minutes. After a short visit in Sydney, they completed the last lap of the journey to Melbourne in fast time, to be welcomed home by an enthusiastic crowd of motorists and representatives of General Motors, Australia, who had eagerly followed the daily progress of the trip by telegraphic bulletins.

Not the slightest trouble marred the journey of Durkeley and his companion and it was this entire freedom from delays en route that made the epoch-making cross-country run possible—a trip that is declared to

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## DOWN THE ROAD

THE GENTLEMAN IS MERELY  
SMOKING IN HIS FRIEND'S PARLOR  
IN THE SAME MANNER HIS FRIEND  
SMOKES IN HIS CAR



WHAT'S WRONG WITH THIS PICTURE?

By FRANK BECK